

ORDER



Orders
Order / Rev: 724776 - 1
Alt Order #: 06395050
Product Desc: NRCC Flight 10/26-11/6, 2012
Estimate: 3494
Flight Dates: 10/26/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRCC-IE
Demographic: A25-54
Product Codes: IS-Issue/Non
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	7	\$5,500.00	\$4,675.00
10/29/12	11/06/12	32	\$30,700.00	\$26,095.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	7	\$5,500.00	\$4,675.00	0.00
November 2012	32	\$30,700.00	\$26,095.00	0.00
Totals	39	\$36,200.00	\$30,770.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/26/12	11/02/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
2	KPNX	10/26/12	11/02/12	M-F 4-5p 12 News EVB	CM	4-5p	----F--	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$600.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$600.00		0.00			
3	KPNX	10/26/12	11/02/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	2	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	----F--					2	\$1,200.00		0.00			
4	KPNX	11/05/12	11/05/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$400.00		0.00			
5	KPNX	10/29/12	11/05/12		CM	3-4p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	2	\$2,000.00

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Advertiser: NRCC-IE
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 Estimate: 3494
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 3-4p Ellen															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----					1	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
6	KPNX	10/29/12	11/05/12	M-F 4-5p 12 News EVB	CM	4-5p	M-----	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$600.00		0.00			
7	KPNX	10/29/12	11/05/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	2	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
COMMENTS APPLY TO SUB LINES A THRU B TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----					1	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	M-----					2	\$1,200.00		0.00			
10	KPNX	10/27/12	11/03/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	2	\$500.00	P-1	0.00	NM	4	\$2,000.00
12 NWS WK TDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					2	\$500.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					2	\$500.00		0.00			
11	KPNX	10/28/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$500.00	P-1	0.00	NM	3	\$1,500.00
COMMENTS APPLY TO SUB LINES A THRU B SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$500.00		0.00			
		Week: 10/29/12	11/04/12	-----S					2	\$500.00		0.00			
12	KPNX	11/01/12	11/01/12	M-F 3-4p Ellen	CM	3-4p	---T---	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$700.00		0.00			
13	KPNX	11/01/12	11/01/12	M-F 4-5p 12 News EVB	CM	4-5p	---T---	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$600.00		0.00			
14	KPNX	11/01/12	11/01/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---T---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					2	\$1,200.00		0.00			
15	KPNX	10/30/12	10/30/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	-T-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$400.00		0.00			
16	KPNX	10/30/12	10/30/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$1,000.00		0.00			
17	KPNX	10/30/12	10/30/12	M-F 4-5p 12 News EVB	CM	4-5p	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$600.00		0.00			

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 Estimate: 3494
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
18	KPNX	10/30/12	11/06/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	- T- - - - -	:30	2	\$1,200.00	P-1	0.00 NM	4	\$4,800.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	- T- - - - -		2	\$1,200.00		0.00						
Week:	11/05/12	11/11/12	- T- - - - -		2	\$1,200.00		0.00						
19	KPNX	10/31/12	10/31/12	M-F 3-4p Ellen	CM	3-4p	- - W- - - -	:30	1	\$1,000.00	P-1	0.00 NM	1	\$1,000.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	- - W- - - -		1	\$1,000.00		0.00						
20	KPNX	10/31/12	10/31/12	M-F 4-5p 12 News EVB	CM	4-5p	- - W- - - -	:30	1	\$600.00	P-1	0.00 NM	1	\$600.00
12 NEWS EVB LV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	- - W- - - -		1	\$600.00		0.00						
21	KPNX	10/31/12	10/31/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	- - W- - - -	:30	2	\$1,200.00	P-1	0.00 NM	2	\$2,400.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	- - W- - - -		2	\$1,200.00		0.00						
22	KPNX	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a (10:30 PM-12:00 XM)	- - - - - S-	:30	1	\$3,000.00	P-1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:	10/29/12	11/04/12	- - - - - S-		1	\$3,000.00		0.00						
*Tax 1 Note: Tax 0.5%.												Totals	39	\$36,200.00

*Tax 1 Note: Tax 0.5%.